



# Discover Main Street MIDDLETOWN CONNECTICUT

## Welcome to Main Street MIDDLETOWN CONNECTICUT



From international lectures at Wesleyan University to the annual Regatta on the Connecticut River to playtime at Kidcity Children's Museum, there's something for everyone, all within walking distance from historic Main Street. Taste dishes from around the globe and shop over 40 local retailers offering a variety of unique products and experiences. **Take a leisurely stroll down Middletown's Main Street today!**

When visiting Main Street, be sure to pick up the perfect gift for every occasion—the **DBD (Downtown Business District) Gift Card**. No fee to purchase cards. Available from \$10.00 to \$500.00 at these locations:

- **The New England Emporium:** 386 Main St./Main St. Market; 860-346-1200; Monday–Thursday, 8am–8pm; Friday–Saturday, 8am–9pm; Sunday, 9am–7pm
- **The Middlesex County Chamber of Commerce:** 393 Main St.; 860-347-6924; Monday–Friday, 8am–4:30pm
- **Downtown Business District Office:** 330 Main St.; 860-347-1424; call to hours.
- **It's Only Natural Market:** 575 Main St.; 860-346-1786; Monday–Friday, 9am–7pm; Saturday, 9am–6pm; Sunday, 11am–4pm
- Also available online at [www.middletowndowntown.com](http://www.middletowndowntown.com)



Use your DBD Gift Card at participating businesses, restaurants, and at Downtown Middletown credit card meters. Look for the blue dot (●) throughout this guide for locations that accept the DBD Gift Card.

### SHOP

*Hometown service.  
Hand-picked selection.*

#### CLOTHING

- **O2 Echo Trading Company,** 386 Main St./Main St. Market; (860) 347-3246; [www.echotradingco.com](http://www.echotradingco.com)
- **L2 Ramani's Clothier,** 308 Main St.; (860) 347-2880
- **P2 Tina's Fine Lingerie & Swimwear,** 394 Main St.; (860) 704-0435; [www.tinasfinelingerie.com](http://www.tinasfinelingerie.com)
- **D2 Trendz On Main,** 100D Main St.; (860) 638-3665; [www.trendzonmain.com](http://www.trendzonmain.com)

#### EYEWEAR

- **R2 Lenscrafters,** 460 Main St.; (860) 347-4664; [www.lenscrafters.com](http://www.lenscrafters.com)

#### FLORISTS

- **H3 Capricorn Floral Design,** 120 College St.; (860) 347-3882; [www.capricornfloral.com](http://www.capricornfloral.com)
- **Q3 Wild Orchid,** 413 Main St.; (860) 344-9233; [www.wildorchidflorals.com](http://www.wildorchidflorals.com)

#### GIFTS AND CARDS

- **J2 Haiti's Back Porch,** 100 Riverview Center, Suite 130; (860) 344-9547
- **H3 Ladybug Boutique,** 122 College St.; (860) 704-6266; [www.ladybugboutique.net](http://www.ladybugboutique.net)
- **O2 PBR Ltd.,** 386 Main St./Main St. Market; (860) 704-8026

#### HOUSE AND HOME

- **R2 Aculer,** 442 Main St.; (860) 343-9900
- **O2 Irreplaceable Artifacts,** 428 Main St.; (860) 344-8576; [www.demolitiondepot.com](http://www.demolitiondepot.com)
- **Q3 Itkin's Decorators,** 413 Main St.; (860) 347-7233; [www.itkindecorators.com](http://www.itkindecorators.com)
- **F3 Smith & Bishel Hardware,** 155 Main St.; (860) 346-1651

#### JEWELRY

- **P2 Malloves Jewelers,** 404 Main St.; (860) 346-9204; [www.malloves.com](http://www.malloves.com)
- **O2 PJ Jewelers,** 386 Main St./Main St. Market; (860) 344-9159; [www.pj-jewelers.com](http://www.pj-jewelers.com)
- **M2 Tri-City Trading,** 312 Main St.; (860) 347-2274; [www.tri-citytrading.com](http://www.tri-citytrading.com)

#### SPECIALTY STORES

- **P3 Amato's Toy & Hobby,** 395 Main St.; (860) 347-1893; [www.amatostoyandhobby.com](http://www.amatostoyandhobby.com)
- **L2 AT&T,** 105 Riverview Center; (860) 344-5880; [www.att.com](http://www.att.com)
- **O2 The Book Bower,** 386 Main St./Main St. Market; (860) 704-8222; [www.bookbower.com](http://www.bookbower.com)
- **P2 Cellular Factory,** 390 Main St.; (860) 891-9222
- **G3 Central News,** 195 Main St.; (860) 346-5371
- **O2 Dance Outfitters,** 386 Main St./Main St. Market; (860) 638-0086; [www.dance-outfitters.com](http://www.dance-outfitters.com)
- **R2 Discount Beauty Supply,** 466 Main St.; (860) 685-0511
- **R2 Ecuaexpress LLC,** 470 Main St.; (860) 344-1144
- **U2 Eli Cannon's Trading Co.,** 696 Main St.; (860) 788-3150; <http://www.elicannons.com/>
- **T3 It's Only Natural Market,** 575 Main St.; (860) 346-1796; [www.itsonlynaturalmarket.com](http://www.itsonlynaturalmarket.com)
- **Q2 Joe Riff's Music,** 440 Main St.; (860) 344-0525; [www.joeriffsmusic.com](http://www.joeriffsmusic.com)
- **H3 McGuire Baseball Company,** 400 Plaza Middlesex; (860) 704-0009; [www.mcguirebaseball.com](http://www.mcguirebaseball.com)
- **O2 The New England Emporium Eatery & Marketplace,** 386 Main St./Main St. Market; (860) 346-1200; [www.newenglandemporium.com](http://www.newenglandemporium.com)
- **N3 Pedal Power,** 359 Main St.; (860) 347-3776; [www.pedalpowerct.com](http://www.pedalpowerct.com)
- **O2 Pamela Roose,** 386 Main St./Main St. Market; (860) 833-2179; [www.pamelaroose.com](http://www.pamelaroose.com)

- **A2 Rite Aid,** 10 Main St.; (860) 346-8601; [www.riteaid.com](http://www.riteaid.com)
- **S2 Super Value,** 472 Main St.; (860) 704-0833
- **O2 Tibetan Bazaar,** 386 Main St./Main St. Market; (860) 704-8036

#### SPIRITS

- **N2 Capitol Liquor,** 350 Main St.; (860) 347-2202
- **F2 Metro Spirits,** 170 Main St./Metro Sq.; (860) 347-2291

### RELAX

*Take a break from the fun  
and indulge in beauty.*

#### BEAUTY/PERSONAL CARE

- **N2 A&D Hairstylists,** 346 Main St.; (860) 346-6855
- **L3 CitiHair Design,** 181 Court St.; (860) 638-3533; [www.cithairdesign.com](http://www.cithairdesign.com)
- **H2 Cover Girl Metro,** 200 Main St./Metro Sq.; (860) 347-2585
- **R1 E G Salon,** 1 Melilli Plaza; (860) 346-7714; [www.egsalonct.com](http://www.egsalonct.com)
- **L2 Nail City,** 310 Main St.; (860) 638-3916
- **S3 Mike's Barber Shop,** 200 Main St./Metro Sq.; (860) 346-2663
- **G2 Palm Nail,** 170 Main St./Metro Sq.; (860) 346-0120
- **H3 Shear Perfection,** 600 Plaza Middlesex/College St.; (860) 346-4187; [www.shearperfectionmdl.com](http://www.shearperfectionmdl.com)
- **F2 Sol Tanning Center,** 170-3 Main St./Metro Sq.; (860) 346-3777; [www.soltanningcenter.net](http://www.soltanningcenter.net)
- **O2 The Hair Affair,** 386 Main St./Main St. Market; (860) 347-8771; [www.hairaffairct.com](http://www.hairaffairct.com)

### To Main Street, Middletown, Connecticut:

**From Route 66 West:** Follow Route 66 across the Portland Bridge. At the light at the end of the bridge, go straight on to Main Street.

**From Route 66 East:** Follow Route 66 into Middletown, past Wesleyan University on your right-hand side. At the light at the major intersection of Route 66 and Main Street, turn left or right onto Main Street.

**From Interstate 84:** Take I-84 (West or East) to either I-91 South or Route 9 South.

**From Interstate 91 South:** Take I-91 South to Exit 22 for Route 9 South.

**From Interstate 91 North:** Take I-91 North to Exit 22 for Route 9 South.

**From Route 9 South:** Take Exit 16 for Portland/Willimantic Route 66. Go under railroad bridge. At light take a left onto Main Street.



**330 Main Street, Middletown, CT 06457**  
**(860) 347-1424 | [www.middletowndowntown.com](http://www.middletowndowntown.com)**

*The Downtown Business District is committed to supporting commerce, culture and community in Middletown's Main Street neighborhood, and is funded by the district's taxpayers.*

**PHOTO CREDITS**  
**Front cover:** Dining al fresco at Amici Italian Grill.\*  
**First panel:** Sunset over the Arrigoni Bridge.\*  
**Second panel:** A view of Main Street from Ramani's doorstep.\* Pedal Power calling all riders.\* A bright sunny day at Ladybug Boutique.\* Inspiration in bloom at Capricorn Floral Design.\*  
**Interior panel, clockwise:** Scoops of ice cream heaven at Praline's.\*  
A tasty seasonal dish. Seafood Mania at Tuscany Grill.\*

Visit Dine Enjoy Shop Relax Park



SUMMER 2012 EDITION

### VISIT

*Experience small town charm,  
with big city appeal.*

#### LODGING

- **C2 The Inn at Middletown,** 70 Main St.; (860) 854-6300; [www.innatmiddletown.com](http://www.innatmiddletown.com)  
*This 100-room hotel and banquet center was created from the historic Main Street Armory. A favorite for weddings and New England weekends, with a tavern, pool and all the amenities.*

#### TOURISM INFORMATION

- **P3 Middlesex County Chamber of Commerce** 393 Main St.; (860) 347-6924; [www.middlesexchamber.com](http://www.middlesexchamber.com)

#### TRANSPORTATION

- **M2 MAT–Middletown Area Transit,** 340 Main St.; (860) 346-0212; [middletownareatransit.org](http://middletownareatransit.org)  
*For city, casino and major bus lines.*
- **Executive 2000 Taxicabs,** (860) 635-8222; [executive2000taxi.net](http://executive2000taxi.net)
- **T3 Inside ION Market,** 575 Main St.; (860) 346-1786  
*Hours: 9am–5pm Mon.–Fri.; 9am–2pm Sat.*

#### US POST OFFICE SUBSTATION

- **T3 Inside ION Market,** 575 Main St.; (860) 346-1786  
*Hours: 9am–5pm Mon.–Fri.; 9am–2pm Sat.*

*While you're exploring Middletown, enjoy free outdoor WiFi high-speed internet access at many Main Street eateries, courtesy of the Downtown Business District.*

**Receive 10 FREE MINUTES at all metered spaces Downtown!**



### ENJOY

*Adventures and activities  
abound downtown.*

#### ART FOR SALE

**Wesleyan Potters,** 350 South Main St.; (860) 347-5925; [www.wesleyanpotters.com](http://www.wesleyanpotters.com)  
and on the walls at...

- **M3 Forbidden City Bistro**
- **O2 It's Only Natural Restaurant**
- **M2 Javapalooza**
- **L3 Klekolo World Coffee**
- **P4 Sweet Harmony Cafe**
- **C2 Tavern at the Armory**
- **Q2 Vinnie's Jump and Jive**

#### ART AT WESLEYAN UNIVERSITY

**Davison Art Center,** 301 High St.; (860) 685-2500; [www.wesleyan.edu/dac](http://www.wesleyan.edu/dac)

**Ezra and Cecile Zilkha Gallery** 283 Washington Terrace; (860) 685-2684; [www.wesleyan.edu/cfa/galleries](http://www.wesleyan.edu/cfa/galleries)

**Mansfield Freeman Center for East Asian Studies,** 343 Washington Terrace; (860) 685-2330; [www.wesleyan.edu/east/mansfield](http://www.wesleyan.edu/east/mansfield)

#### ATTRACTIONS AND ENTERTAINMENT

- **G1 Destinta Movie Theatres,** Metro Square; (860) 346-4000; [www.destinta.com](http://www.destinta.com)
- **Godfrey Memorial Library,** 134 Newfield St.; (860) 346-4375; [www.godfrey.org](http://www.godfrey.org)  
*Genealogy and family history research library.*
- **Q3 Kidcity Children's Museum,** 119 Washington St.; (860) 347-0495; [www.kidcitymuseum.com](http://www.kidcitymuseum.com)  
*Whimsical and hands-on, for kids 1–8.*

**For a complete listing of businesses, events, and services on and around Main Street, visit [www.middletowndowntown.com](http://www.middletowndowntown.com)**

• = Businesses accepting DBD Gift Cards.  
B4 = Coordinates for business location on the area map shown on reverse side.

- **E3 Middlesex County Historical Society,** 151 Main St.; (860) 346-0746; [www.middlesexhistory.org](http://www.middlesexhistory.org)  
*Exhibits and garden.*
- **S3 Middletown Roller Rink,** 547 Main St.; (860) 704-0064

#### FESTIVITIES

*Join us at our seasonal events!*  
From Car Cruises to Motorcycle Mania, Holiday on Main to the Connecticut Regatta, Main Street Middletown offers seasonal events for the young and the young at heart. For information on downtown events, call the Downtown Business District at **(860) 347-1424** or find details on our website at [www.middletowndowntown.com](http://www.middletowndowntown.com)

#### EVENTS

- *Call or drop by for an event calendar at:*
- **T3 The Buttonwood Tree,** 605 Main St.; (860) 347-4957; [www.buttonwood.org](http://www.buttonwood.org)  
*Performing arts center, book store, art gallery.*
- **Center for the Arts Wesleyan University** 283 Washington Terrace; (860) 685-3355; [www.wesleyan.edu/cfa](http://www.wesleyan.edu/cfa)
- **T1 Green Street Arts Center,** 51 Green St.; (860) 685-7871; [www.greenstreetartscenter.org](http://www.greenstreetartscenter.org)
- **R4 Oddfellows Playhouse,** 128 Washington St.; (860) 347-6143; [oddfellows.org](http://oddfellows.org)
- **L4 Russell Library,** 123 Broad St.; (860) 347-2528; [www.russelllibrary.org](http://www.russelllibrary.org)
- **Q2 Vinnie's Jump & Jive,** 424 Main St.; (860) 347-6971, ext. 3777; [www.vinniesjumpandjive.com](http://www.vinniesjumpandjive.com)



## DINE

*Journey to far away places,  
one delectable bite at a time.*

Whether you're in the mood for an authentic Mexican meal, traditional Indian dishes or casual pub fare, Main Street Middletown has over 35 restaurants to satisfy your wanderlust for a great dining experience. Hungry for more? Venture down Main Street to find sweet treats or relax at a neighborhood coffeehouse. Come evening, experience Main Street's nightlife at a variety of lively bars and nightclubs.



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enjoy free outdoor WiFi high-speed internet  
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spaces Downtown!**



### COFFEEHOUSES AND TASTY TREATS

- **K2 Cold Stone Creamery**, Riverview Center; (860) 347-2653; [www.coldstonecreamery.com](http://www.coldstonecreamery.com); They make it and mix it, you'll love it!
- **E2 Dunkin' Donuts**, 170 Main St./Metro Sq.; (860) 346-0506; [www.dunkindonuts.com](http://www.dunkindonuts.com); A familiar favorite.
- **D2 Edible Arrangements**, 100 Main St., Suite C; (860) 346-1353; [www.ediblearrangements.com](http://www.ediblearrangements.com); Tasty fruit gift baskets and bouquets.
- **O2 Fusion Bakery and Patisserie**, Main St. Market; (860) 344-9024; [www.fusionbakery.com](http://www.fusionbakery.com); Cupcakes to croissants.
- **M2 Javapalooza**, 330 Main St.; (860) 346-5282; [www.javapaloozacafe.com](http://www.javapaloozacafe.com); Coffee, signature sandwiches, free WiFi.
- **L3 Klekolo World Coffee**, 181 Court St.; (860) 343-9444; [www.klekolo.com](http://www.klekolo.com); Home of the Java Goddess, free WiFi.
- **G2 Lizzy B's Sweet Celebrations**, 170-8 Main St.; (860) 358-9036; Delicious sweet treats and Praline's ice cream under one roof!
- **G3 Middlesex Fruityery**, 191 Main St.; (860) 346-4372; Fruit, vegetables, cheese—fruit baskets, our specialty.

- **L2 Tschudin Chocolates and Confections**, Riverview Center, Suite 110; (860) 759-2222; [www.tschocolates.com](http://www.tschocolates.com); Unique and irresistible.

### UNIQUELY MIDDLETOWN

- **F3 Brew Bakers**, 169 Main St.; (860) 852-0001 [www.mybrewbakers.com](http://www.mybrewbakers.com); Gourmet deli/bakery.
- **K4 Chef's Palate Catering**, 213 Court St.; (860) 638-5205; [www.chefspalate.com](http://www.chefspalate.com); Cafeteria-style deli.
- **N2 Ford News Diner**, 358 Main St.; (860) 346-4655; [www.fordnewsdiner.com](http://www.fordnewsdiner.com); Friendly breakfast, lunch.
- **H4 The Green Room**, 124 College St.; (860) 704-6999; Delightful lunches and teas.
- **O2 The New England Emporium Eatery & Marketplace**, 386 Main St./Main St. Market; (860) 346-1200; [www.newenglandemporium.com](http://www.newenglandemporium.com); Casual fare featuring unique offerings.
- **U2 NoRa Cupcake**, 700 Main St.; (860) 788-3150; [www.noracupcake.com](http://www.noracupcake.com); Cupcakes with attitude.
- **U2 O'Rourke's Diner**, 728 Main St.; (860) 346-6101; [www.orourkesmiddletown.com](http://www.orourkesmiddletown.com); Famous gourmet diner for breakfast, lunch.
- **F2 The Shadow Room**, 170-6 Main St.; (203) 223-0378; [shadowroomct.com](http://shadowroomct.com); Lounge, restaurant, abstract modern art atmosphere.

- **P4 Sweet Harmony Café**, 158 Broad St.; (860) 344-9646; [www.sweetharmonycafebakery.com](http://www.sweetharmonycafebakery.com); Bakery, sandwiches and specials.

### DINING—AMERICAN

- **U3 Eli Cannon's Tap Room**, 695 Main St.; (860) 347-3547; [www.elicannons.com](http://www.elicannons.com); Microbrew bar and restaurant.
- **F2 K LaMay's**, 170-5 Main St.; (860) 347-0602; [www.klamayssteamedcheeseburgers.com](http://www.klamayssteamedcheeseburgers.com); Steamed cheeseburgers, family friendly menu.
- **L2 Mezzo Grille**, 106 Court St.; (860) 346-6000; [www.mezzogrille.com](http://www.mezzogrille.com); Chophouse style menu, entertainment and nightlife.
- **E2 Subway of Middletown**, 170-2 Main St./Metro Sq.; (860) 344-8422; [www.subway.com](http://www.subway.com); Sandwiches from the national chain.
- **C2 Tavern at the Armory**, 70 Main St.; (860) 854-6323; [www.innatmiddletown.com](http://www.innatmiddletown.com); Elegant New England cuisine.
- **Q2 Titanium Bar & Lounge**, 412 Main St.; (860) 883-0384; [www.titaniumlounge.com](http://www.titaniumlounge.com); Upbeat nightlife.

### DINING—ASIAN

- **M2 Anoho Asian Noodle House**, 320 Main St.; (860) 346-0727; [www.anoho.com](http://www.anoho.com); Various Asian cuisines under one roof.

### DINING—CHINESE

- **H1 China King**, 200 Main St./Metro Square; (860) 344-9455; Eat-in or take-out chinese food.
- **M3 Forbidden City Bistro and Art Gallery**, 335 Main St.; (860) 343-8288; [www.forbiddencitybistro.com](http://www.forbiddencitybistro.com); Creative cuisine from China.

### DINING—INDIAN

- **F2 Tandoor Indian Restaurant**, 170-4 Main St./Metro Sq.; (860) 346-6600; [www.tandoormiddletown.com](http://www.tandoormiddletown.com); Variety of traditional Indian dishes.

### DINING—ITALIAN

- **K2 Amici Italian Grill**, 280 Main St./Riverview Center; (860) 346-0075; [www.amiciitaliangrill.com](http://www.amiciitaliangrill.com); Family-style Italian dining.
- **M2 Empire Pizza Restaurant**, 324 Main St.; (860) 347-4422; [www.empirepizzaofct.com](http://www.empirepizzaofct.com); Pizza, grinders, and Italian dishes.

- **R3 Esca Restaurant & Wine Bar**, 437 Main St.; (860) 316-2552; [www.escact.com](http://www.escact.com); Southern and Northern Italian cuisine and delicacies.
- **M2 Fiore II**, 332 Main St.; (860) 344-5557; [www.fioremiddletown.com](http://www.fioremiddletown.com); Intimate setting, fine Italian dining.
- **H2 First & Last Tavern**, 220 Main St.; (860) 347-2220; [www.firstandlastmiddletown.com](http://www.firstandlastmiddletown.com); Brick-oven pizza, pasta, ambiance.
- **R3 Luce Restaurant**, 98 Washington St.; (860) 344-0222; [www.lucect.com](http://www.lucect.com); Aged steaks and a Tuscan flair.
- **B2 Mondo**, 10 Main St.; (860) 343-3300; [www.mondomiddletown.com](http://www.mondomiddletown.com); Pizza, pasta, panini, beer and wine bar.
- **H3 Tuscany Grill**, 600 Plaza Middlesex at College St.; (860) 346-7096; [www.tuscany-grill.com](http://www.tuscany-grill.com); Italian specialties, popular bar.

### DINING—JAMAICAN

- **M2 Pattie Palace**, 344 Main St.; (860) 704-0588; From Patties to Island specialties.

### DINING—JAPANESE

- **R1 Mikado Sushi Bar**, 3 Melilli Plaza; (860) 346-6655; [www.mikadoct.com](http://www.mikadoct.com); A feast straight from Japan.

- **E2 Osaka Japanese Steak House**, 130 Main St.; (860) 854-6292; Hibachi and Yakitori grill, sushi bar.

### DINING—MEXICAN

- **S2 Iguanas Ranas**, 484 Main St.; (860) 346-8630; [www.iguanasranastaqueria.com](http://www.iguanasranastaqueria.com); Mexican restaurant and bar.
- **M3 La Boca**, 337 Main St.; (860) 347-4777; [www.labocaonmain.com](http://www.labocaonmain.com); Authentic Mexican cuisine and tequila bar.
- **H2 Puerto Vallarta**, 200 Main St./Metro Sq.; (860) 852-0080; [www.puertovallartausa.com](http://www.puertovallartausa.com); Authentic Mexican cooking.

### DINING—THAILAND

- **H3 Thai Gardens**, 300 Plaza Middlesex/Main St.; (860) 346-3322; "Very Good" says NY Times.
- **N2 Typhoon Asian Cuisine**, 360 Main St.; (860) 344-9667; [www.thaityphoon.com](http://www.thaityphoon.com); Friendly and fabulous.

### DINING—VEGETARIAN

- **O2 It's Only Natural Restaurant**, 386 Main St.; (860) 346-9210; [www.ionrestaurant.com](http://www.ionrestaurant.com); Natural foods, vegan, art.

### NIGHTLIFE

- At the bars at...
- **K2 Amici Italian Grill**
  - **U3 Eli Cannon's Tap Room**
  - **R3 Esca Restaurant & Wine Bar**
  - **H2 First & Last Tavern**
  - **M3 Forbidden City**
  - **R3 Luce Restaurant**
  - **L2 Mezzo Grille**
  - **F2 The Shadow Room**
  - **C2 Tavern at the Armory**
  - **Q2 Titanium Bar & Lounge**
  - **H3 Tuscany Grill**
- and at the coffeehouses...

- **M2 Javapalooza** (Thursday-Saturday)
- **L3 Klekolo World Coffee** (Tuesday-Thursday)

- = Businesses accepting DBD Gift Cards.

- **B4** = Coordinates for business location on area map shown below.

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